

BOARD OF DIRECTORS
MINUTES – July 13, 2022

Present: -Ann Marie, Anthony, Carin, Craig, David, Devon, Janelle, Josh, Mike, Peter, Sharolynn, Vicki
Consultant – Todd absent
Liaison – Kristen Brown
Guests-
Members:
Absent: Kim, Rodney

1. **Call to Order**
2. **Introduction of Guests –**
3. **Public Comment –** No Public Comment
4. **Approve Minutes –** 06/08/2022, Motion by Vicki, 2nd Janelle, Approved.
5. **Council Representative’s Report –** Kristen updated that there is only one Council meeting in July/August. July 21st meeting is the final review of the Parklets. There have been complaints that the proposal is too rigid. She urged anyone with an input or concerns to attend the meeting. Carin will email the members with a reminder.
6. **Treasurer’s Report –** Devon reports that in our first month of the fiscal year the Budget is looking good and there is a \$17,000+ rollover but June invoices will come out of that.
7. **Communication Manager/Ambassador Report –** absent
8. **Committees Reports**
 - a) Marketing- We are out of Brochures. Having ordered 8000 in January and 8000 in March, Carin suggests ordering 12,000/\$2400 to finish out the calendar year. That would take the majority of the Budget line item but that possibly Capitola Village Enhancements money could be included.
 - b) Website update-Craig presented the Report on the newest stats for the New Website. It has shown marked increases in web traffic and search ranking improvement. The CapitolaVillage.com is now #1 when searching Capitola Village and #3 when searching Capitola. The Event Calendar is up visits are increasing. Visits are also increasing on business pages. The membership needs to engage. Ambassador can focus on getting membership registered on it and utilizing the functionality. Banner ads are in rotation but will need to possibly slow down the rotation due to the time constrains in managing it.

c) Sip and Stroll- Mary Beth and Michael Lavigne are on the committee together and working on participants. Carin adds that Boxes and Labels are needed for the Cookie Walk events. Devon will reach out to Rodney to see how many we need. Carin suggests ordering for 2 years to simplify the process.

d) Banners- On Hold

9. Old Business

A. In-person Meetings – Tabled until Fall, Anthony will check in with the City on availability of the meeting room.

B. Officer's meeting with City Officials – In Process

- i. Protective bollards in front of Vanity by the Sea-Installed, **Not Installed**
- ii. Better signage Beach Parking #1 AND Beach Parking #2, **Needs looking into**
- iii. Sidewalk signs "No Biking on Sidewalk" "No Skateboarding", **Ineffective**
- iv. Enforcement of sidewalk biking & Skateboarding, **Needs more attention**
- v. Sidewalk loitering – **Improved**
- vi. Additional garbage can by benches Cap Ave & San Jose Ave, **Not Yet**
- vii. New Parking Sign at Stockton & Cap Ave **DONE**
- viii. Traffic & Crosswalk safety by Margaritaville, **Budget constraints w/ City**
- ix. Sidewalk Cleaning, **City has stepped up cleanings, would like to have further up Capitola Ave. (Cork n Fork)**

10. New Business –

- i. **Palm Trees**, Carin reports that there are dim and out lights that maintenance needs to be revisited on. Josh has been working with Matt at the City and will take inventory and assess needed components when he has time. It is suggested to possibly look into lighting Stockton Bridge.
- ii. Carin suggests looking into the Dues structure for next year. With the reporting on the Web traffic, it will be easy to assess who is benefiting the most and least. A Committee should take it up.

11. Adjourn-Next Meeting August 10, 2022, 9am